



## ***Wethersfield Tourism Commission Meeting Minutes***

Tuesday, March 25, 2014 5:00 p.m.  
Town Hall, Town Manager's Conference Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:05 p.m.
- 2) Roll call (5 members required for quorum) – Members in attendance – Traczyk, Bruce, Sullivan, Aforismo, Ford and Hall.
- 3) Approval of Minutes – November 2013 and February 2014 – Member Sullivan motioned to approve the minutes, member Aforismo seconded the motion and the vote showed all members in favor.
- 4) Open issues (Old Business)
  - a) Updates
    - i) Wethersfield Heritage Trail – Project and Grant Status – Chair Traczyk reported that the committee has been meeting regularly and is in the midst of writing the narratives for the panels and is looking for graphics to include, a public hearing will be scheduled so that the panels can incorporate any citizen input. The WHS has been providing great assistance.
    - ii) Spring/Summer Rack Card – Peter Gillespie reported that he will be working with the Pita Group to revise the card from last year and will distribute to all members for comment.
    - iii) CTM Media Group – 2014 Contract – Mr. Gillespie reported that both the WDS and WHS are interested in piggybacking on a discounted rate for the rack cards and he will be working with them to incorporate cost sharing into the contract.
    - iv) Budget 2014/2015 – Mr. Gillespie reported that a budget session with the Town Council was tentatively scheduled for April 12. The following budget request had been submitted: Brochure printing \$6,000, GHCVB Dues \$750, Ad Design \$2,500, Ads \$3,500 Website \$4,000, Brochure Distribution \$6,500, Street Banner \$1,000, Trolley/Carriage Rides \$1,000 Total \$25,250.
- 5) New Business
  - a) Group Tour Planning Guide – After a brief discussion it was determined that this guide opportunity should be pursued for next year after we conduct a stakeholders meeting to assess pros and cons and this year's budget should focus on advertisement opportunities with AAA Journey. Member Sullivan motioned to authorize Mr. Gillespie to negotiate a contract with AAA in an amount not to exceed \$3,000, Member Hall seconded the motion and all members voted in favor.

- b) Monthly Newsletter – Copies of the newly designed newsletter were distributed for comment. Chair Traczyk noted that the Pita Group had suggested that the length of the newsletter should be dramatically reduced in an effort to make the newsletter more appealing to the reader. It was suggested that during the busier time of the year when numerous events were being held the newsletter could be sent out more frequently. It was suggested that the newsletter should focus more on events of interest to visitors versus a local population and that local events could be placed as a separate community event category. More photos should be included and the length should be kept to 1 page or so. It was also suggested that the content should be abbreviated limited to date, time and title and direct the reader to the website where the broader content is available. It was also suggested that the Facebook postings should be limited to one post at a time.
  - c) Discussion of Monthly Meeting Start time – After a brief discussion it was agreed that the Commission will continue to meet at 5:00 p.m.
- 6) Reports – Affiliate Commissions/Organizations
- a) Economic Development & Improvement Commission – No report.
  - b) Central Regional Tourism District - River Valley – K Sullivan reported that she had attended a marketing meeting for the Still revolutionary Campaign and reported that in May the Discover New England will be held in Mystic.
  - c) OW Shopkeepers – C. Ford – Reported that the Shopkeepers may be considering an event for the weekend of the re-enactors in May 24.
  - d) WHS – No report.
  - e) WDS – K. Sullivan – Reported on progress for the Silas Deane House roof and outhouse funding, repairs to barn floor, pursuing a staff position for marketing and development and that the Tags and Treasures sale was a great success.
- 7) Other Business
- 8) Next Meeting April 29, 2014
- 9) Adjournment – Member Sullivan motioned to adjourn the meeting at 5:47 p.m., Member Hall seconded the motion and the vote showed all members in favor.

Respectfully Submitted

Peter Gillespie

Town Planner/Economic Development Manager